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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/072,421	02/05/2002	Mei Chuah	426882005100	2981
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ACCENTURE CHICAGO 28164 BRINKS HOFER GILSON & LIONE P O BOX 10395 CHICAGO, IL 60610			EXAMINER FELTEN, DANIEL S	
			ART UNIT	PAPER NUMBER
			3624	

DATE MAILED: 01/30/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

**Application No.**

10/072,421

**Applicant(s)**

CHUAH, MEI

**Examiner**

Daniel S. Felten

**Art Unit**

3624

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 30 October 2005.  
2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.  
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-55 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
6) ☒ Claim(s) 1-55 is/are rejected.  
7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.  
10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)  
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.  
4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.  
5) ☐ Notice of Informal Patent Application (PTO-152)  
6) ☐ Other: \_\_\_\_\_.

### **DETAILED ACTION**

1. Receipt of the amendment filed October 31, 2005 is acknowledged. Claims 1-3, 11-13, 20, 28, 35, 41-48, 50-53 and 55. Claims 1-55 are pending in the application and are presented to be examined upon their merits.

### ***Response to Arguments***

2. Applicant's arguments filed October 31, 2005 have been fully considered but they are not persuasive. The examiner has understood presented by the applicant. The applicant has presented claim language that does not read over the prior art or Marshall and Hatori. Thus the presented claims are addressed with the new claim language below.

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-55 are rejected under 35 U.S.C. 103(a) as being unpatentable over Marshall (US 5,675,746) in view of Hatori (US 5,977,974)

***Re claims 1***, A method to generate a display, on a display device, representing venture capital ("VC") investments in a plurality of industries, comprising:

Art Unit: 3624

allocating a plurality of portions of the display device to correspond to a plurality of industries;

allocating a plurality of sub-portions for of each portion, each sub-portion allocated to a sub-industry of one industry allocated to that portion

within the each sub-portion, displaying a venture capital shape for each VC portfolio company in that sub-industry, the venture capital shapes are arranged in a spiral, including determining the spatial relationship among the venture capital shapes in the spiral based on a particular characteristic associated with the VC portfolio companies, displaying an industry shape for each industry and a sub-industry shape for each sub-industry (see Marshall, col. 6, ll. 10-50);

selecting a first color scheme to represent characteristic industry values:

selecting a second color scheme to represent characteristic sub-industry values;

selecting a third color scheme to represent characteristic VC portfolio company values :

(see Marshall, col. 6, ll. 10-50)

graphically depicting a first real world relationship between the plurality of industries by altering the industry shapes in accordance with the first color scheme: and

graphically depicting a second real world relationship between the sub-industries-for a given industry by altering the corresponding sub-industry shapes in accordance with the second color scheme: and

graphically depicting a third real world relationship between the sub-industries-for a given industry by altering the corresponding sub-industry shapes in accordance with the third color scheme. (see Marshall, col. 6, ll. 10-50)

***Re claim 2, selecting a first spatial scheme to represent a fourth real world relationship between each sub-industry and the corresponding industry. And graphically depicting the fourth real world relationship by the placement of the sub-industry shapes with respect to the corresponding industry in accordance with the first spatial scheme.*** (see Marshall, col. 6, ll. 10-50)

***Re claim 3, selecting a second spatial scheme to represent a fifth real world relationship between each sub-industries for a given industry; and graphically depicting the fourth real world relationship by the placement of the sub-industry shapes with respect to the corresponding industry in accordance with the first spatial scheme.*** (see Marshall, col. 6, ll. 10-50)

***Re claims 4 and 14,*** (see Marshall col. 6, ll. 14-49)

Art Unit: 3624

***Re claims 5-8, 10, 15-18,*** (see Marshall, col. 11, ll. 29-55; col. 6, ll. 10-50; col. 4, ll. 55-63; and col. 11, ll. 29-45)

***Re claims 9 and 19,*** (see Marshall, col. 6, ll. 10-50)

***Re claim 11,*** A method to generate a display, on a display device, representing objects in a plurality of categories, comprising: allocating a plurality of portions of the display device to correspond to a plurality of categories;  
allocating a sub-portion of each portion to a sub-category of the category to which that portion corresponds; and within the sub-portion, displaying an object shape for each object in that sub-category, the object shapes are arranged in a spiral, including determining the spatial relationship among the object shapes in the spiral based on a particular characteristic associated with the objects , (see Marshall, col. 11, ll. 29-55; col. 6, ll. 10-50; col. 4, ll. 55-63; and col. 11, ll. 29-45)

*selecting a first color scheme to represent characteristic category values:*

*graphically depicting a first real world relationship between the categories by altering the corresponding portion in accordance with the first color scheme :* (see Marshall, col. 6, ll. 10-50)

*selecting a first spatial scheme to represent a second real world relationship between each sub-category and the corresponding category*(see Marshall, col. 6, ll. 10-50).

*graphically depicting the second real world relationship by altering the placement of the sub-portion with respect to the corresponding portion in accordance with the first spatial scheme* (see Marshall, col. 6, ll. 10-50);

*selecting a second color scheme to represent characteristic object values: and graphically depicting a third real world relationship between the objects of a given sub-category by altering the corresponding object shapes in accordance with the second color scheme*(see Marshall, col. 6, ll. 10-50).

***Re claim 12***, allocating a plurality of sub-portions for each portion, each sub-portion allocated to a separate sub-category of the category to which that portion is allocated, and displaying a category shape for each category and a sub-category shape for each sub-category) selecting a third color scheme to represent characteristic sub-category values: and graphically depicting a fourth real world relationship between the sub-categories of a given category by altering the corresponding sub-category shapes in accordance with the second color scheme(see explanation on claim 1).

***Re claim 13***, selecting a second spatial scheme to represent a fifth real world relationship between each object and the corresponding sub-category (see Marshall, col. 6, ll. 10-50)

***Re claims 21-25***, (see explanation given for claim 1)

***Re claim 25***, (see explanation given for claim 5),

***Re claim 27***, (see explanation on claim 1).

***Re claim 29***, the first characteristic includes time (see explanation on claim 5)

***Re claim 30***, the step of displaying an indication of a value of the second characteristic of the object includes displaying a rectangle having a length based on the value of the second characteristic (see explanation on claim 1).

***Re claim 31***, displaying the rectangle having a color based on the value of a third characteristic of the object. the step of displaying an indication of a value of the second characteristic of the corresponding object includes displaying a shape having a color based on the value of the second characteristic (see explanation on claim 1).

***Re claim 33***, the plurality of portions are first portions, and the at least one object is a first object; and the method further comprises allocating a plurality of second portions of the display to correspond to the plurality of separate ranges of the first characteristic; and at each of the plurality of second portions, displaying an indication of a value of the second characteristic of at least one second object in the range of the first characteristic to which that second portion corresponds (see explanation on claim 1).



Art Unit: 3624

**Re claim 34**, the first portion corresponding to a particular one of the time segments is adjacent to the second portion corresponding to the particular one of the time segments (see explanation on claim 5).

**Re claim 36**, the first shapes are rectangles; and the second shapes are rectangles (see explanation on claim 1).

**Re claim 37**, the first shapes are rectangles; and each first shape indicates the number of associated venture capital firms by the length of that rectangle (see explanation on claim 1).

**Re claim 38**, the second shapes are rectangles, and each second shape indicates the value of the second particular characteristic by the length of that rectangle (see explanation on claim 1).

**Re claim 39**, each first shape indicates the number of associated venture capital firms by the length of the rectangle that is that first shape; each second shape indicates the value of the second particular characteristic by the length of the rectangle that is that second shape; and the lengths of the rectangles that are the second shapes are perpendicular to the lengths of the rectangles that are the first shapes (see explanation on claim 1).

**Re claim 40**, second shape indicates a third particular characteristic of that venture capital firm by the color of the second shape (see explanation on claim 1).

Art Unit: 3624

***Re Claim 42***, the first shapes are rectangles; and the second shapes are rectangles (see explanation on claim 1).

***Re claim 43***, the first shapes are rectangles; and each of the first shapes indicates the number of associated objects by the length of that rectangle (see explanation on claim 1)

***Re claim 44***, the second shapes are rectangles; and each second shape indicates the value of the second particular characteristic by the length of that rectangle (see explanation on claim 1).

***Re claim 45***, each first shape indicates the number of associated objects by the length of the rectangle that is that first shape;

each second shape indicates the value of the second particular characteristic by the length of the rectangle that is that second shape; and

the lengths of the rectangles that are the second shapes are perpendicular to the lengths of the rectangles that are the first shapes (see explanation on claim 1).

***Re claim 46***, the second shape indicates a third particular characteristic of that object by the color of the second shape (see explanation on claim 1).

***Re claim 47***, a method to generate a display, on a display device, representing objects in a plurality of categories comprising:

Art Unit: 3624

receiving information regarding the flow of venture capital into of a number of startup companies;

identifying each startup company as corresponding to a sub-industry;

identifying each sub-industry as corresponding to an industry;

generating a startup icon representing each startup company;

generating a sub-industry icon representing each sub-industry each sub-industry icon contains the startup icon of each corresponding startup company;

generating an industry icon representing each industry,

displaying a plurality of industry icons and each corresponding sub-industry icon, at least one of the sub-industry icons is superimposed upon the corresponding industry

icon graphically depicting a first real world relationship between the industries by altering the industry icons:

graphically depicting a second real world relationship between the sub-industries of a given industry by altering the corresponding sub-industry icons: and

graphically depicting a third real world relationship between the startup companies of a given sub-industry by altering the corresponding startup icons (see explanation on claim 1).

**Re claim 48**, comprising identifying a first mover advantage indicative of an investment opportunity in a specific industry(see explanation on claim 1).

Art Unit: 3624

***Re claim 49***, displaying information regarding each startup company simultaneously with financial figures regarding both the corresponding industry and sub-industry(see explanation on claim 1).

***Re claim 50***, comprising graphically depicting a fourth real world relationship between each sub-industry and the corresponding industry by altering: the placement of each sub-industry icon with respect to the corresponding industry icon(see explanation on claim 1).

***Re claim 51***, wherein the color or size of each sub-industry icon is altered to represent the total investment in that sub-industry(see explanation on claim 1).

***Re Claim 52***, depicting characteristics of the industries. the sub-industries. and the startup comprises by altering the industry icons. the sub-industry icons. and the startup iconss respectively(see explanation on claim 1).

***Re Claim 53***, graphically depicting a fifth real world relationship between each startup company-and-the-corresponding sub-industry by altering the arrangement of the startup icons within the corresponding sub-industry icon (see explanation on claim 1).

Art Unit: 3624

*Re Claim 54*, the startup icons within each sub-industry icon indicate a first characteristic of the corresponding startup company by color and the position of each startup icon within the corresponding sub-industry icon is fixed over time (see explanation on claim 1).

### ***Conclusion***

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Daniel S. Felten whose telephone number is (571) 272-6742. The examiner can normally be reached on Flex.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vincent Millin can be reached on (571) 272-6747. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3624

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



DSF  
January 20, 2005

Daniel S Felten  
Examiner  
Art Unit 3624

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